

ABSTRACT

A system for combined mailing of a plurality of diverse publications to a plurality of recipients at an optimized mail rate. The system includes a bindery for  
5 binding a plurality of the signatures where the bindery binding the plurality of signatures creates a plurality of first publications and a plurality of second publications. Each of the plurality of first and second publications are in a unique order, where the unique  
10 order identifies each of the plurality of first publications and each of the plurality of second publications with each of the plurality of recipients. A co-mailer is part of the system for combining the plurality of first publications with the plurality of  
15 second publications to form a plurality of diverse publications. The co-mailer merges the plurality of first and second publications in the unique order to send the plurality of diverse publications to the plurality of recipients at the optimized mail rate.

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